

## Claims:

1. A sequentially placed shipping and packing label system adapted to be applied to a substrate, said system comprising:

5 a packing list including a front side, a back side, a leading margin, a trailing margin, first and second side margins, a first portion being substantially free of adhesive on both the front side and the back side and having a length L and a width W, and a second portion having adhesive applied to at least a part of the back side thereof; and

10 a shipping label separate and discrete from said packing list, said shipping label including a face side, a rear side, a leading edge, a trailing edge, first and second side edges, and lines of weakness defining a center section removable along said lines of weakness from a surrounding border portion, adhesive being applied to at least a portion of the rear side of said border portion, whereby the shipping label may be placed in registry with the packing list with the packing list margins inboard of the shipping label edges.

20 2. The system of claim 1, wherein the packing list includes a first longitudinally extending line of weakness extending substantially between said leading margin and said trailing margin, said first portion being separable from said second portion along said line of weakness.

25 3. The system of claim 2, wherein the packing list includes a second longitudinally extending line of weakness oriented substantially parallel to said first longitudinally extending line of weakness and extending substantially between said leading margin and said trailing margin and defining a third portion having adhesive on at least a portion of the back side thereof, said first portion being positioned between said second portion and said third portion and separable therefrom along said first and second longitudinally extending lines of weakness.

30 4. The system of claim 3, said lines of weakness of said shipping label being positioned to present a longitudinal dimension D of the center section greater than length L and

a transverse dimension T of the center section greater than width W wherein the packing list edges may be positioned inboard of the lines of weakness defining the center section of the shipping label.

5           5.       The system of claim 3, wherein the first and second longitudinally extending lines of weakness of the packing list are positioned inboard of the lines of weakness defining the center section of the shipping label.

10           6.       The system of claim 1, wherein the packing list includes scannable indicia on the front face and wherein the shipping label includes scannable indicia on the face side corresponding to the scannable indicia on the front face of the packing list.

            7.       The system of claim 1, wherein the shipping label includes an additional line of weakness extending between the side margins to define a tear strip positioned adjacent the center section.

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            8.       In combination:

a container having a face adapted to receive a label thereon;

20           a packing list adhesively coupled to the face, the packing list including a front side, a back side, a leading margin, a trailing margin, first and second side margins, a first portion being substantially free of adhesive on both the front side and the back side and having a length L and a width W, and a second portion having adhesive applied to at least a part of the back side thereof and attached to said face; and

25           a shipping label separate and discrete from said packing list, said shipping label including a face side, a rear side, a leading edge, a trailing edge, first and second side edges, and lines of weakness defining a center section removable from a surrounding border portion, adhesive being applied to at least a portion of the rear side of said border portion, whereby the shipping label is adhered to the container in registry with the packing list with the packing list margins inboard of the shipping label edges.

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9. The combination of claim 8, wherein the packing list includes a first longitudinally extending line of weakness extending substantially between said leading margin and said trailing margin, said first portion being separable from said second portion along said line of weakness.

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10. The combination of claim 9, wherein the packing list includes a second longitudinally extending line of weakness oriented substantially parallel to said first longitudinally extending line of weakness and extending substantially between said leading margin and said trailing margin and defining a third portion having adhesive on at least a portion of the back side thereof, said first portion being positioned between said second portion and said third portion and separable therefrom along said first and second longitudinally extending lines of weakness.

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11. The combination of claim 10, said lines of weakness of said shipping label being positioned to present a longitudinal dimension D of the center section greater than length L and a transverse dimension T of the center section greater than width W wherein the packing list edges are positioned on the container inboard of the lines of weakness defining the center section of the shipping label.

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12. The combination of claim 10, wherein the first and second longitudinally extending lines of weakness of the packing list are positioned inboard of the lines of weakness defining the center section of the shipping label.

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13. The combination of claim 8, wherein the packing list includes scannable indicia on the front face and wherein the shipping label includes scannable indicia on the face side corresponding to the scannable indicia on the front face of the packing list.

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14. The combination of claim 13, wherein the container face has scannable indicia thereon corresponding to the scannable indicia on the front face of the packing list.

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15. The combination of claim 8, wherein the packing list includes scannable indicia on the front face and wherein the container has scannable indicia thereon corresponding to the scannable indicia on the front face of the packing list.

5                    16. The combination of claim 8, wherein the shipping label includes an additional line of weakness extending between the side margins to define a tear strip positioned adjacent the center section.